

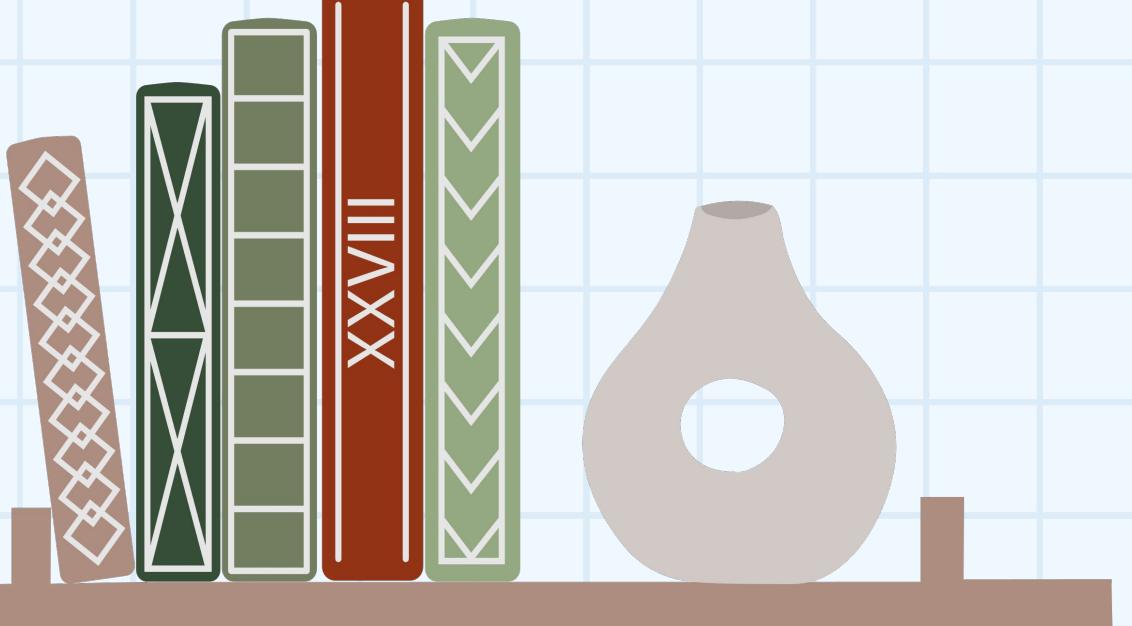
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BS./BSC.IN

Applied ai and Data Science

Basics of Data Analytics





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Let's dive into and learn:



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A Social Media Data Analytics journey



A Social Media Data Analytics

- Reshma is a travel content creator.
- She travels to locations that she believes her followers will like.
- She creates videos and reels and posts them across several social media platforms.



A Social Media Data Analytics

- She wants to create engaging videos for her followers.
- She also wants to cover not-so-popular places.
- But she also doesn't want to spend too much money on her travels.
- Reshma finds that engagement across her reels is not consistent
- She also finds low traffic to her website from social media.



A Social Media Data Analytics

- Reshma can turn to data analytics to help her.
- She can gather the data on the reels she has already posted across different platforms.
- She can look at some of the **key engagement metrics** across different social media platforms and her website.



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Key Metrics

1. Engagement Rate
2. Reach and Impressions
3. Follower Growth Rate
4. Click-Through Rate (CTR)
5. Audience Demographics
6. Content Performance
7. Sentiment Analysis



Key Metrics

1. Engagement Rate

- Likes, comments, shares, and saves.
- Shows how her content resonates with her audience

2. Reach and Impressions

- Reach: Number of unique users who see the content.
- Impressions: Total number of times the content is displayed.
- Helps her understand the content's visibility.

Key Metrics



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3. Follower Growth Rate

- Tracks how quickly her audience is growing.
- Indicates the effectiveness of her content and campaigns.

4. Click-Through Rate (CTR)

- Percentage of people who click on links in her bio, stories, or posts.
- Measures the effectiveness of her call-to-action (CTA)



Key Metrics

5. Audience Demographics

- Age, gender, location, and interests of her followers.
- Helps her tailor content to her audience

6. Content Performance

- Which posts perform best (videos, reels, carousels, etc.).
- Guides her content strategy.

7. Sentiment Analysis

- Tracks how people feel about her content (positive, negative, neutral).
- Helps her adjust her tone and messaging



Tools to Track and Analyse Data

- **Platform Analytics:**
 - Instagram Insights, YouTube Studio, TikTok Analytics, etc.
 - These are free and provide basic metrics.
- **Third-Party Tools:**
 - Hootsuite: Tracks engagement and schedules posts.
 - Sprout Social: Offers advanced analytics and competitor analysis.
 - Google Analytics: Tracks website traffic from social media.
 - BuzzSumo: Identifies trending content and influencers.
- **Custom Dashboards:**
 - Tools like Tableau or Power BI for advanced data visualization.



Actionable Steps

- **Identify her Top-Performing Content:**
 - Analyze which posts have the highest engagement and replicate their success.
 - E.g: If carousel posts perform better, create more of them.
- **Optimize Posting Times:**
 - Use analytics to determine when her audience is most active.
 - E.g: Posting at 7 PM on weekdays might yield higher engagement.



Actionable Steps

- **Tailor Content to Your Audience:**
 - Use demographic data to create content that resonates with her audience.
 - E.g. If her audience is mostly 18-24, use trending memes and music.
- **Experiment and Iterate:**
 - Use A/B testing to try different captions, visuals, or CTAs.
 - E.g.: Test two versions of a post to see which performs better.
- **Track Campaign Performance:**
 - Measure the success of sponsored posts or collaborations.
 - E.g.: Use metrices to track clicks and conversions

Recap



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How a travel content creator can use social media data analytics to
increase her engagement and drive more traffic to her website



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Thank you

